

Top Eleven: Achieving Global Success via Emerging Markets

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Head of Business Development, Nordeus

The logo for GDC 13 NEXT. 'GDC' is in a large, bold, sans-serif font. The number '13' is inside a small circle that is part of the 'O' in 'GDC'. Below 'GDC' is the word 'NEXT' in a similar bold, sans-serif font.

GDC¹³
NEXT

NOVEMBER 5-7, 2013
EXPO DATES: NOV 5-6
LOS ANGELES, CA


GDCNext.com



Current State



Thanks to everything we've done so far, Top Eleven is the most popular online sports game in the world with more than 12M monthly active players.



**Is Nordeus a
“Success Kid”?**



Do you define global success by popularity...



...or by the revenue?



Top Games by DAU on Facebook

Top Games ⓘ

[Add to Dashboard](#)

Rank	Game	DAU
1.	 Candy Crush Saga	52,221,104
2.	 Pet Rescue Saga	10,730,761
3.	 Farm Heroes Saga	10,407,713
4.	 Criminal Case	8,594,350
5.	 Dragon City	7,521,546
6.	 FarmVille 2	5,760,965
7.	 Top Eleven Be a Football Manager	4,692,496
8.	 Texas HoldEm Poker	4,439,081
9.	 Words With Friends	3,972,569
10.	 Diamond Dash	3,555,083



Top Eleven

App Details

Intelligence

Daily Ranks

Rank History

Featured



Top Eleven

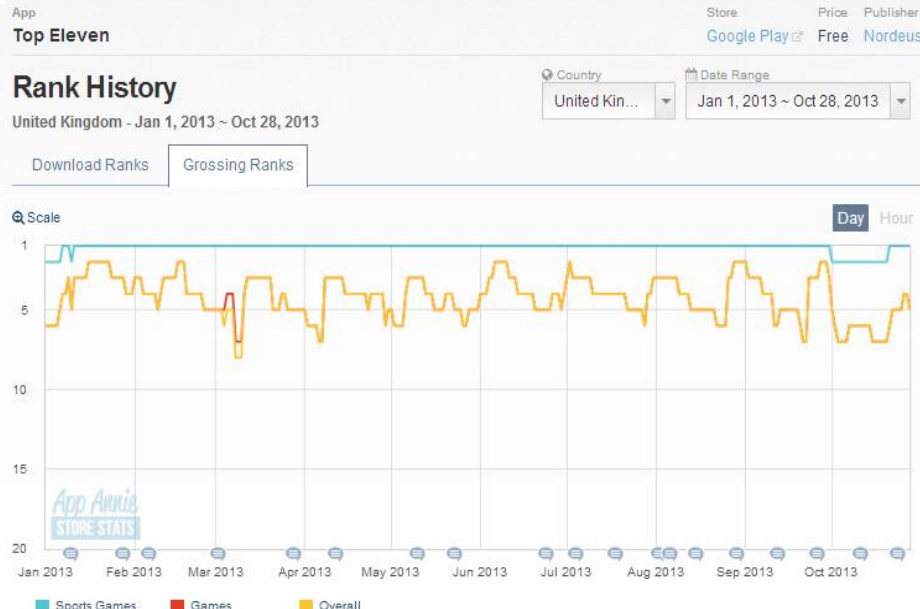
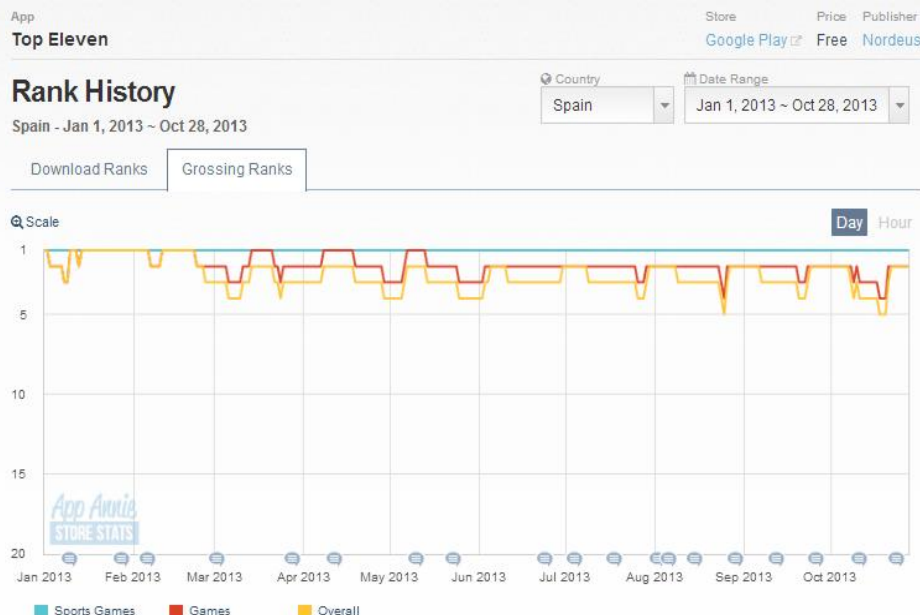
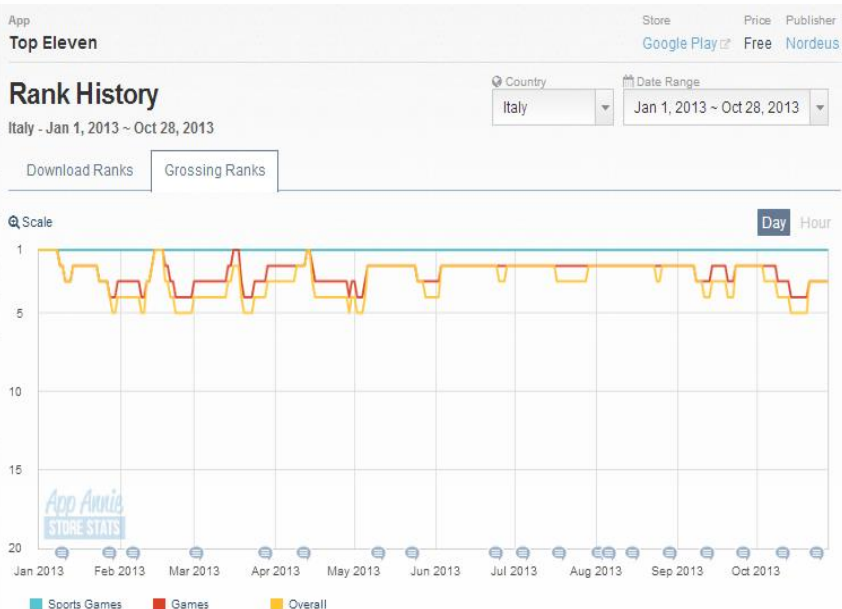
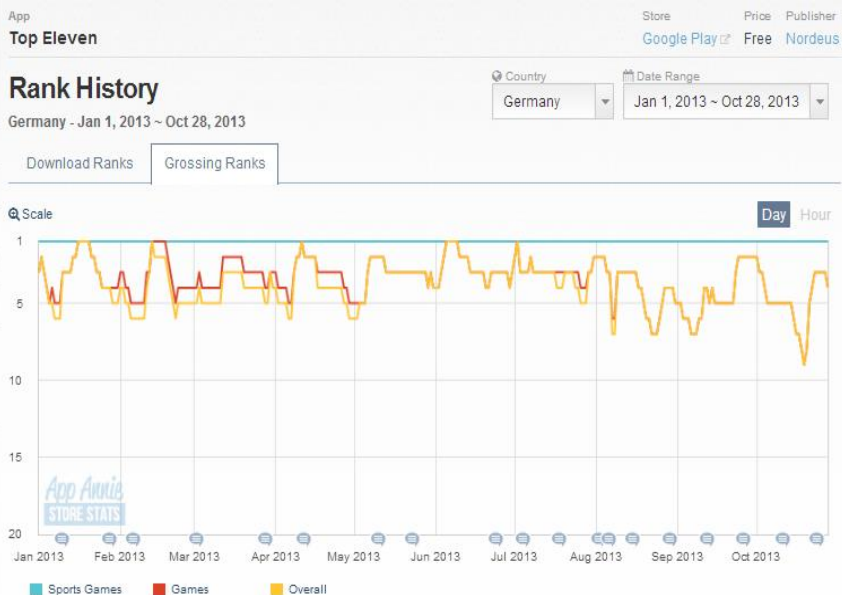
App Details

Intelligence

Daily Ranks

Rank History

Featured







App

Top Eleven - Be a football manager

Store

iOS Store

Price

Free

Compatibility

Universal

Publisher

Nordeus

Rank History

iPhone - Germany - Jan 1, 2013 ~ Oct 29, 2013

Device

iPhone

Country

Germany

Date Range

Jan 1, 2013 ~ Oct 29, 2013

Download Ranks

Grossing Ranks

Scale

Day Hour



Highest Grossing App in 73 Countries



Top Eleven - Be a f...

- App Details
- Intelligence
- Daily Ranks
- Rank History
- Featured
- Ratings



AppAnnie.com

App
Top Eleven - Be a football manager

Store
[iOS Store](#)

Price
Free

Compatibility
Universal

Publisher
[Nordeus](#)

Device
iPhone

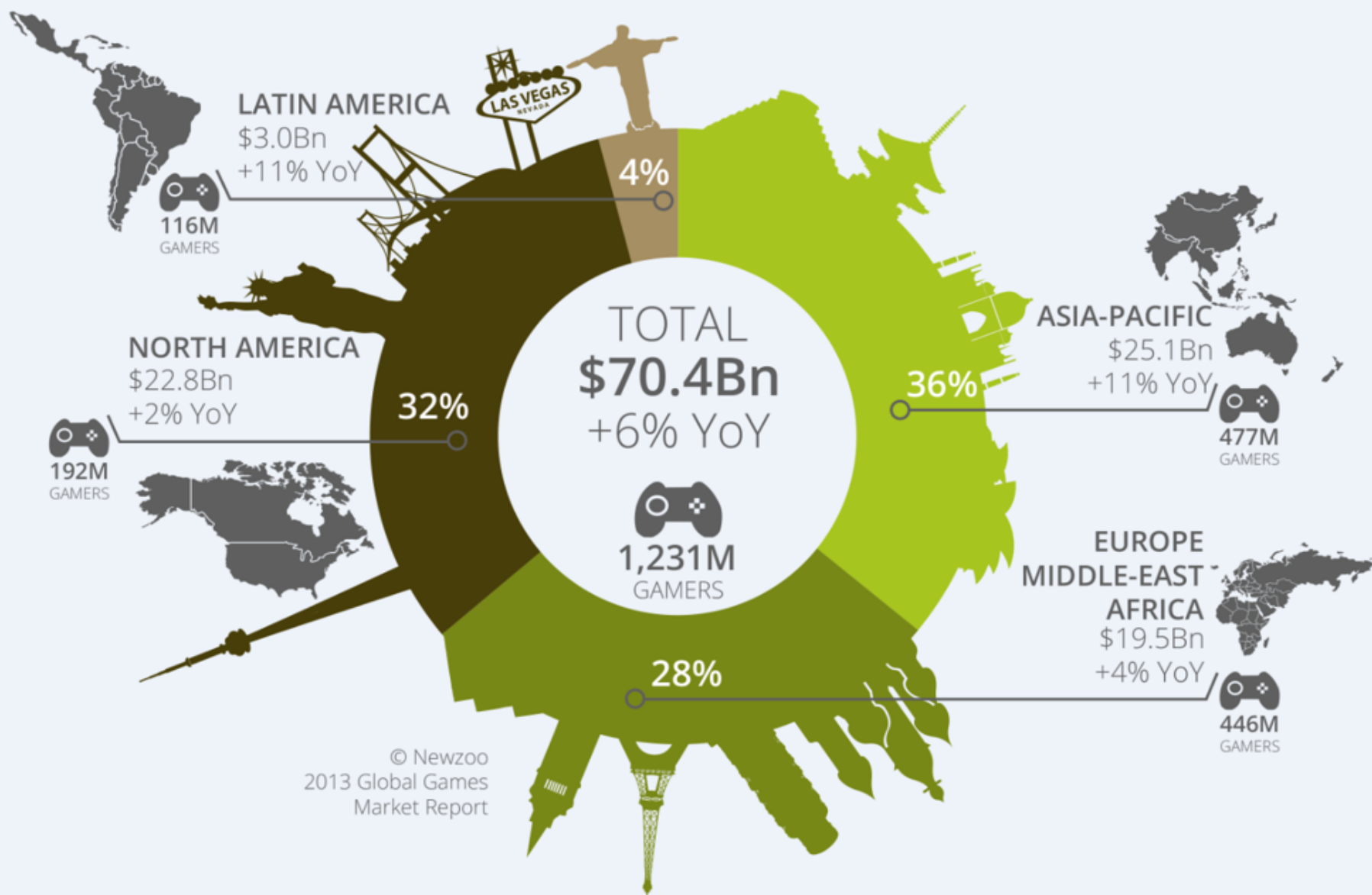
Daily Ranks

Ranks Grossing Highest Ranks **Highest Grossing**

	Overall	Games	Kids	Simulation
# of countries - rank 1 reached	73	78	3	110
# of countries - rank 5 reached	108	113	40	119
# of countries - rank 10 reached	113	116	63	122
# of countries - rank 100 reached	124	125	92	126
# of countries - rank 500 reached	126	126	111	126
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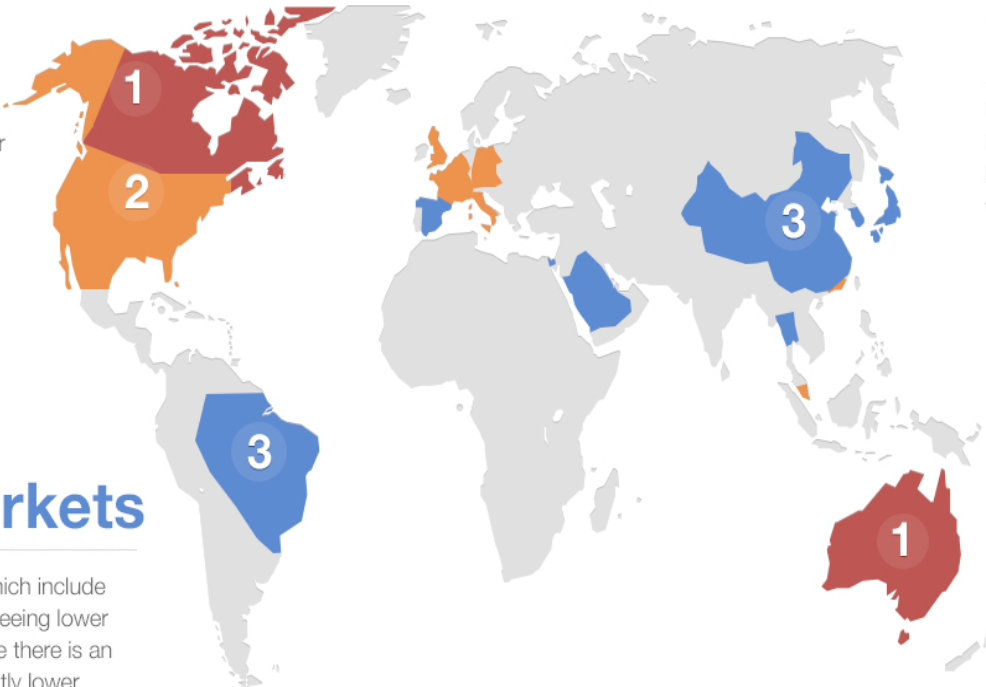
The Global Games Market | Per Region | 2013E



International Bids

Test Markets

The highest CPI bids are in Canada and Australia, which are the two most popular countries for "soft" or beta app launches.



Primary Markets

US, UK, Singapore, France, Germany, Hong Kong and Italy are premium countries where developers see a high ARPU (average revenue per user), so they are willing to bid more than \$1.50 per user on average.

Secondary Markets

CPI bids are < \$1.50 in these countries which include China, Japan and Korea. Advertisers are seeing lower ARPUs in these users but at the same time there is an opportunity to acquire traffic at a significantly lower price. Other countries in this category are UAE, Spain, Brazil, Israel, Saudi Arabia and Thailand.

“Emerging Markets” are in in the top lists !

Google Play: Top Countries in Q3 2013

<i>Downloads</i>			<i>Revenue</i>		
Rank	Country	Rank Change vs. Q2 2013	Rank	Country	Rank Change vs. Q2 2013
1	United States	-	1	Japan	-
2	South Korea	-	2	South Korea	-
3	India	-	3	United States	-
4	Brazil	▲ 1	4	Germany	-
5	Russia	▼ 1	5	Taiwan	▲ 3

App Annie

SOURCE: App Annie Index™

iOS App Store: Top Countries in Q3 2013

<i>Downloads</i>			<i>Revenue</i>		
Rank	Country	Rank Change vs. Q2 2013	Rank	Country	Rank Change vs. Q2 2013
1	United States	-	1	United States	-
2	China	-	2	Japan	-
3	Japan	-	3	China	▲ 2
4	United Kingdom	-	4	United Kingdom	▼ 1
5	Russia	-	5	Australia	▼ 1

App Annie

SOURCE: App Annie Index™



Download
TOP ELEVEN FOR
ANDROID



Play on Phone

Updated:
October 24, 2013
Current version:
2.12
Requires Android:
2.2 and up
Size:
20M



Play
TOP ELEVEN ON THE
WEB



Requires Flash:
10.0 and up
Size:
4.4MB



Download
TOP ELEVEN FOR
IPHONE



Play on Phone

Updated:
Oct 24, 2013
Current version:
2.11
Requires iPhone:
3GS and up
Size:
41.7 MB

Find out
more →

www.topeleven.com



PLAY NOW

NEWS

FORUM

FAN KIT

SUPPORT



Play



Invite



Gifts



Buy Tokens



Win Tokens



Redeem code



Help

Nikola Covic

Nikola FC

League
Match

สมาคม FC

Season 26, Day 11/28

Manager Level: 17 - The Boss

League Pos:

2.39M

Stretching available now

818



Club: M

Mana

Nikola Ca

Serbian

Club deta

Serbia

Belgrade

12/12/20



Fan clu

Select Language



English UK



English US



Español



Português



Italiano



Deutsch



Français



B.M.



Srpski



Nederlands



العربية



Български



Bosanski



Català



Čeština



Dansk



Ελληνικά



Eesti keel



Suomi



עברית



Hrvatski



Magyar



B.I.



日本語



ქართული ენა



한국어



Norsk



Polski



Português



Română



Русский



Slovenčina



Slovenščina



Shqip



Svenska



ภาษาไทย



Türkçe



Українська



tiếng Việt



中文



“Social” is more important than “Local”



Marko Radonjic
 Manager Level: 6 - Pro
 League Position: 8th
 83K 37.3M 31

Mar Star FC **Champions League ...** **Denis FC**
 19:12

Season 8, Day 3/28
 Stretching available now
 42 58 42

Squad **Formations** **General info** **Tactics (3-2-3-2)** **Condition**

Active tactic: 3-2-3-2

You can have up to 4 different tactics saved. Quickly switch between them by clicking one of them.

Predefined tactics: 3-2-3-2, 4-3-3, 3-5-2, 3-4-3

Tactics (3-2-3-2):

- Goalkeeper: Puddu
- Defenders: Ortner, Macfarlane, Rakowitz, Ba Mbara
- Midfielders: Grebenicek, Posmyk, Kakolyris
- Forwards: Stanic, Bergmans

Training Assign view

Pos	Name	Age	Intens	Roles	Spec	Qty	Skill poi
GK	V Puddu	26		GK		★★★	
DC	P Ortner	25		DC		★★★	
DC	V Papageor...	26		DC DMC		★★★	
DR	P Ba Mbara	26		DC DR		★★★	
DML	M Macfarlane	26		DML ML		★★★	
DMC	H Rakowitz	22		DC DMC		★★★	
MC	B Posmyk	32		MC		★★★	
MC	K Kakolyris	29		MC		★★★	
AML	J Grebenicek	25		AML AMC		★★★	
AMR	D Bergmans	25		AMR MR		★★★	
ST	M Stanic	26		ST		★★★	
S1	D Radtke	26		MC		★★★	
S2	N Asprilla	24		ST		★★★	
S3	Z Bouizgar	31		DC		★★★	
S4	D Nardin	25		DR DMR		★★★	
S5	I Hussein	29		DC DMC		★★★	
S6	A Human	27		DC		★★★	
S7	C Gamarra ...	25		AMC AMR		★★★	
RES	V Filipovic	23		DL DML		★★★	
RES	J Lugo	31		DC		★★★	
RES	O Maturana	30		ML		★★★	
RES	P Matusik	24		DC DR		★★★	

Set team intensity Auto assign

Stretching **Cardio** **Practice match**

Stretching: +10%
 Cardio: +20%
 Practice match: +30%

Resting

Your players will gain +5% condition every 3 hours.

1:28:43

Overview TV rights Sponsorship Tickets & Bonuses

League Champions League Cup Friendly

Champions League Match
 Mar Star FC's Stadium
 Belgrade

Win Bonus 160K Ticket sales 15

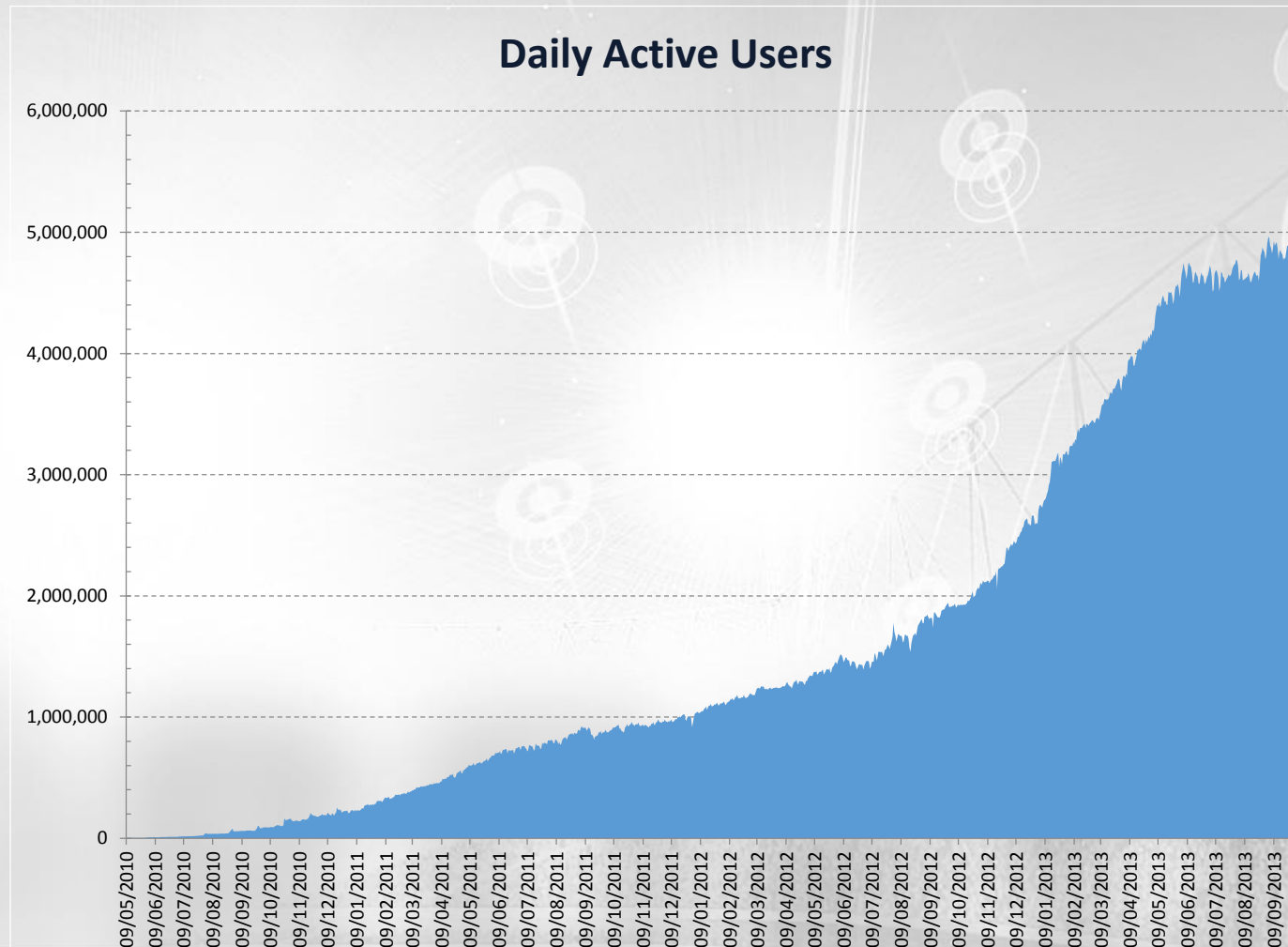
Motivate and reward your players for winning a game:
 Set ticket prices for home games. Try to balance between income and attendance.

3 Years and 60 million registrations later...

5 Million DAU

12 Million MAU

Daily Active Users



Top Eleven – User Engagement

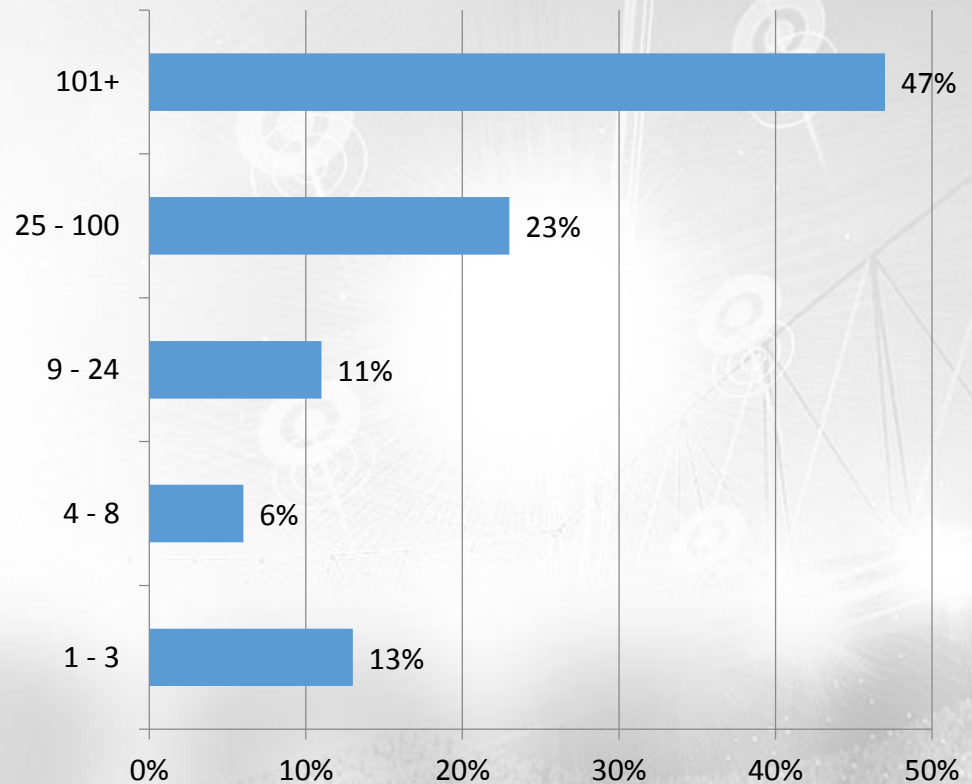
Highly active and engaged players

“Stickiness Factor” one of the highest in the industry

Average session over 10 minutes

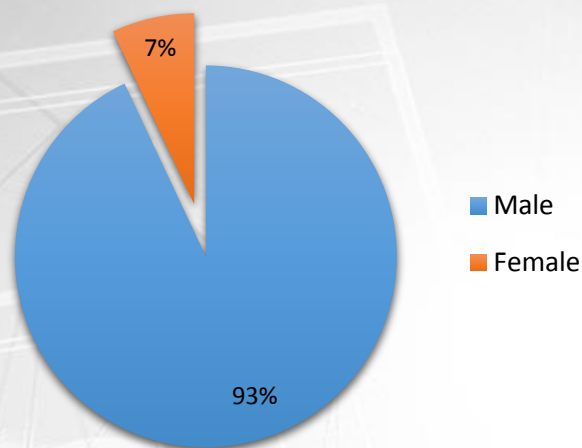
Over 5 million hard core fans

Visits per month / percentage of users

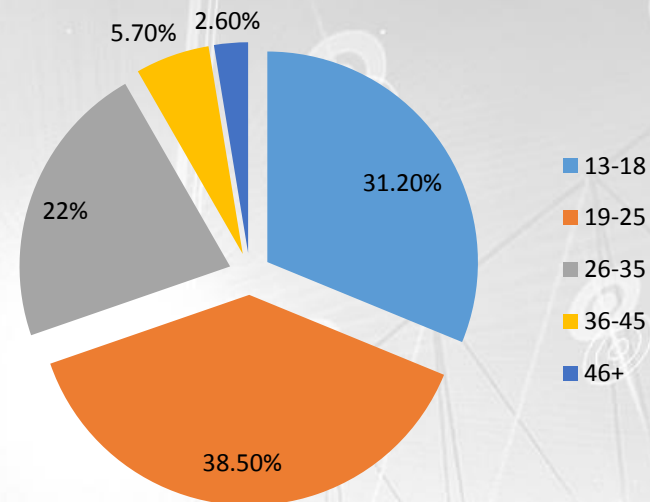


Top Eleven – Player Demographics

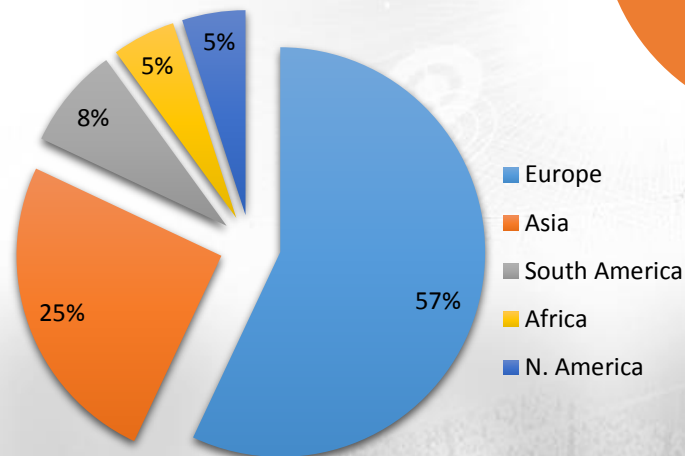
Gender



Age



Location



Top Eleven – Top 10 Markets



Turkey



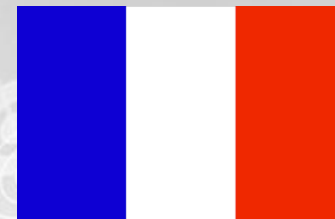
Indonesia



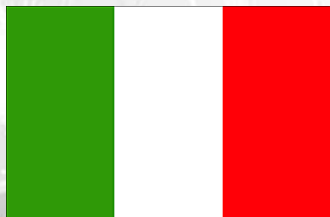
Thailand



Germany



France



Italy



Brazil



Spain



Argentina



UK

Acquisitions Channels: Referrals

The screenshot displays the Top Eleven game interface. At the top, there's a navigation bar with 'PLAY NOW' and links for NEWS, FORUM, FAN KIT, and SUPPORT. Below this is a secondary bar with icons for Play, Invite, Gifts, Buy Tokens, Win Tokens, Redeem code, and Help.

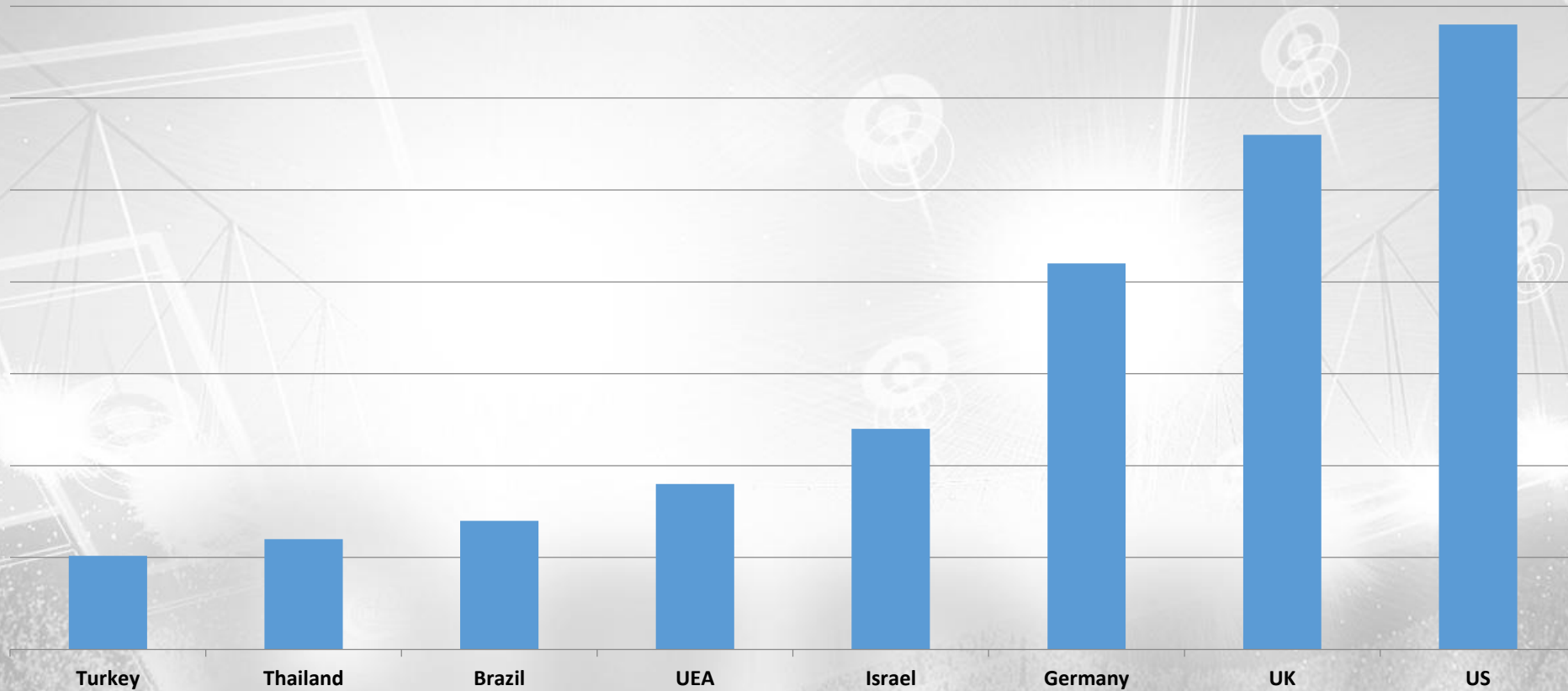
The main content area shows the player's profile for 'Nikola Covic', Manager Level 17 - The Boss, League Position 9th, with 2.39M gold, 411M silver, and 385 tokens. A match preview for 'františek fc' vs 'Nikola FC' is shown, scheduled for tomorrow at 19:35. The season is 26, Day 11/28.

The 'Referrals' tab is selected, showing four referral tasks:

- Strength in Numbers**: Invited 1 referrals to the game. Referrals are friends that register within a week of your invitation. Reward: 1 token. Progress: 0/1.
- Ticket Tips**: Your referral achieved ticket sales of 6000 in one game. Reward: 1 token. Progress: 0/6K.
- Media Tutor**: Your referral earned 32 tokens from media coverage in one season. Reward: 3 tokens. Progress: 0/32.
- Mentor of Champions**: Your referral won 3 consecutive Champions League matches. Reward: 2 tokens. Progress: 0/3.

The bottom of the interface features a row of icons representing various game features and achievements, including a calendar, a trophy, and a medal.

Acquisition Channels: Advertising



Acquisition Channels: App Stores



Top Eleven

Nordeus - October 24, 2013
Sports Games

Install

Add to Wishlist

This app is compatible with all of your devices.

★★★★★ (231,476)

+268902 Recommend this on Google



Description

Lead your football team to glory! Top Eleven is the most popular online sports game in which you create and manage your own team, while competing in a persistent player-vs-player environment with millions of other players!

Available in over 35 languages!

PLAYER COMMENTS:

"Wow, this is what I call a good football manager game"

"Addicted to Top Eleven"

"Scientists have discovered a new gene in the human DNA: it is called Top Eleven and unleashes a strong passion for the game of football"



Acquisition Channels: Social Media



The image shows a screenshot of the Facebook page for 'Top Eleven - Be a Football Manager'. The page features a large banner at the top with the text 'ARE YOU ONE OF THE 10.000.000. TOP ELEVEN FANS?' in a stylized font. Below the banner is the profile picture, which is the 'TOP ELEVEN' logo. The page name is 'Top Eleven - Be a Football Manager' with a verified badge. It shows '10,525,610 likes • 309,234 talking about this'. There are buttons for 'Update Page Info', 'Liked', and 'Play Game'. Below the main content area, there is a section for 'App Page' with a description and links. At the bottom, there are links for 'About', 'Photos', 'Play Now!', 'Play on Mobile!', and 'Support'.

ARE YOU ONE OF THE 10.000.000. TOP ELEVEN FANS?

Top Eleven - Be a Football Manager ✓

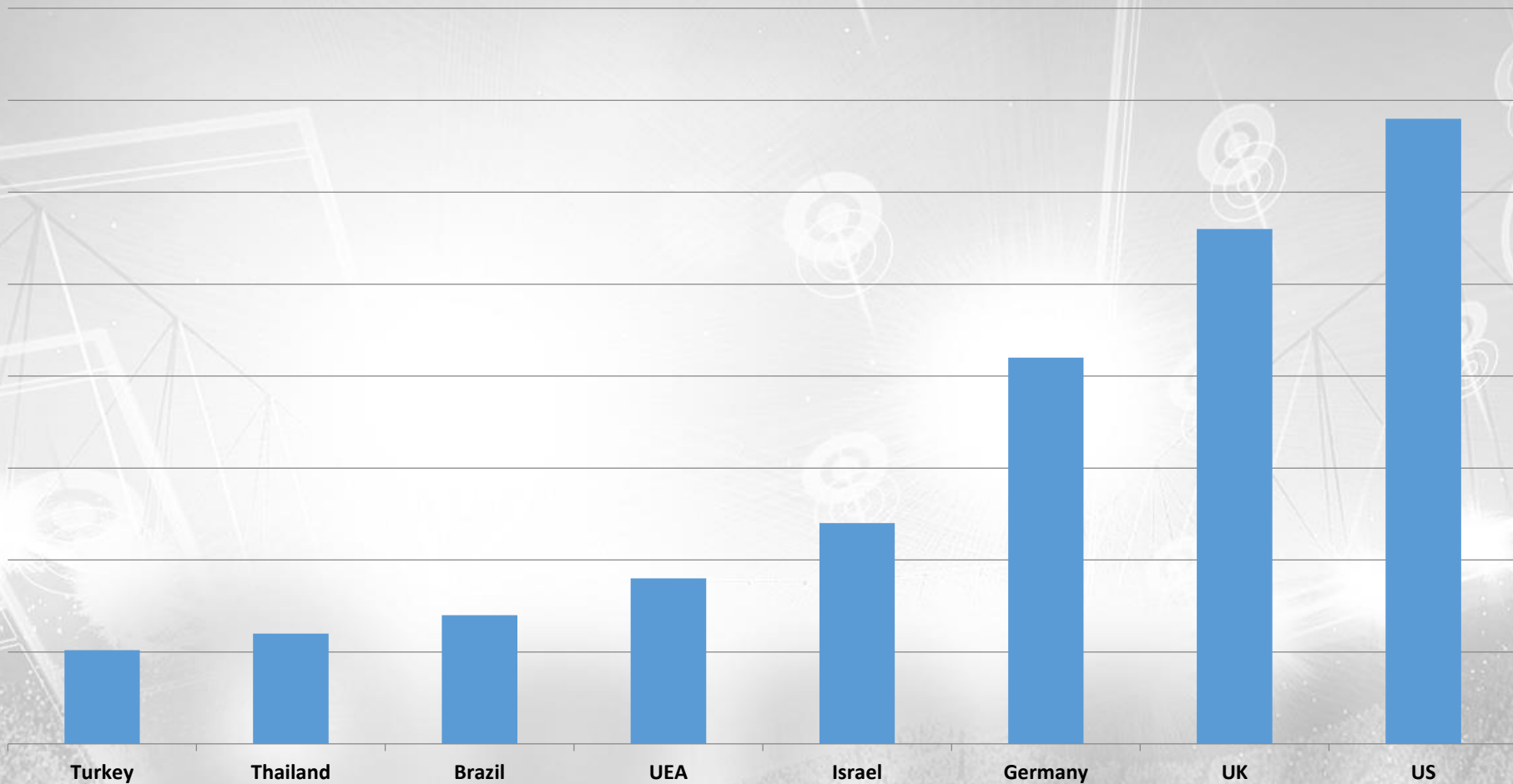
10,525,610 likes • 309,234 talking about this

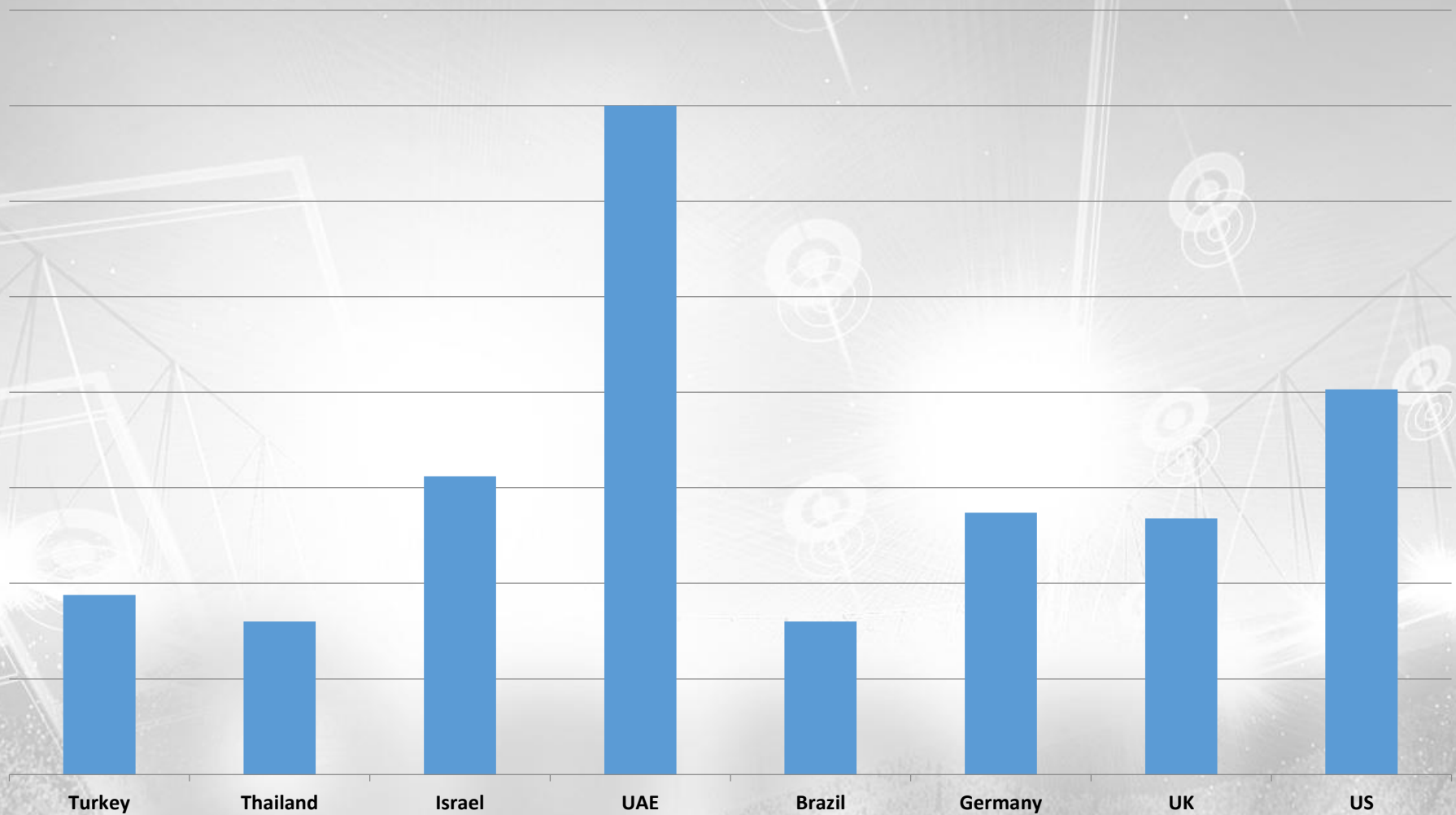
Update Page Info **✓ Liked** **Play Game** * ▾

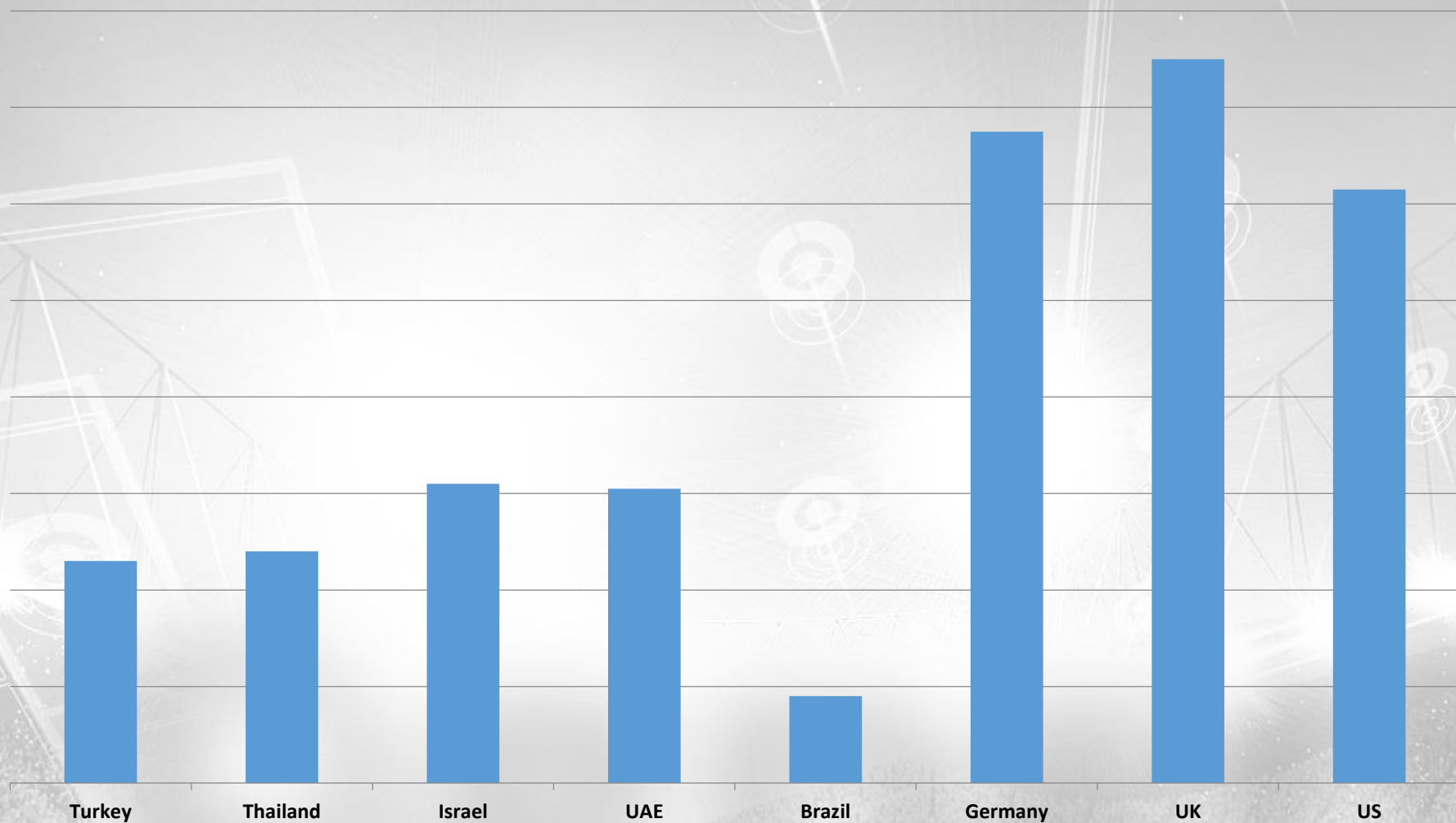
App Page
The world's most played football manager game online.
<http://norde.us/top11> — Get your own club here!
Follow @topeleven on Twitter: <http://twitter.com/topeleven>

About **Photos** **Play Now!** **Play on Mobile!** **Support** 2 ▾

Advertising: Cost Per Install








Monetization: Offer Wall

Win Tokens by completing offers

Check offer status

All Free Mobile Survey Video Tasks Trending

Complete any of these offers to receive more Tokens 1 of 2 | Next »




[GALAXY Note II] Expression Tools (2) - Official Hands-on

Equipped with an 8-megapixel rear-facing camera and a 1.9-megapixel front-facing camera, the Samsung GALAXY Note II lets you capture memories on-the-go, and more.

Tokens Will be awarded after watching the entire video clip

Offer reports on a 15 minute delay.

1 Tokens




[GALAXY Note II] Expression Tools (1) - Official Hands-on

The S Pen's advanced features provide enhanced capabilities that let you capture ideas and inspirations instantly, and combine any digital content directly on the screen.

Tokens Will be awarded after watching the entire video clip

Offer reports on a 15 minute delay.

1 Tokens




[GALAXY Note II] Multitasking - Official Hands-on

With the innovative Air View, Multi Window and Popup Note features, multitasking is now faster and more efficient on the Samsung GALAXY Note II.

Tokens Will be awarded after watching the entire video clip

Offer reports on a 15 minute delay.

1 Tokens




Stream your favorite movies!

Free Trial to Stream Your Favorite Movies Online!

The sign up process is only 2 pages: 1. Email & password input 2. Billing info input (no CC charge).

Offer reports on a 15 minute delay.

122 Tokens




Become a successful online trader with eToro's Copy Trade

Join now and get these benefits! Get a Free Trading Account!

Tokens is awarded for: 1)Creating a free account 2)Clicking "start now"/"fund your account" 3)Logging in 4)Entering your personal details including financial information 5)Making an initial deposit

Offer reports on a 15 minute delay.

332 Tokens



WildTangent Games

WildTangent Games is an online games service with more than 1,500 casual, core, and kids games. WildClub members play on their own terms by using monthly installments of WildCoins to rent games, purchase games, and buy in-game items.

Tokens awarded on valid WildClub subscription with a credit card has been successfully completed.


48 Tokens

176 Tokens (\$20.00 USD)

80 Tokens (\$10.00 USD)


PayPal VISA

Earn Tokens




GreenSpace: Clean Your World!

4 Tokens



Take The FREE Dating Personality Test

192 Tokens




See Pics of Singles - Its Free Look!

192 Tokens

Earn Tokens


See More Offers



OtShot

OtShot - A must have tool for every photographer

4 Tokens



Do you want a new laptop? Here is your chance!

2 Tokens

TOP ELEVEN

NORDEUS

Monetization: Video Advertising



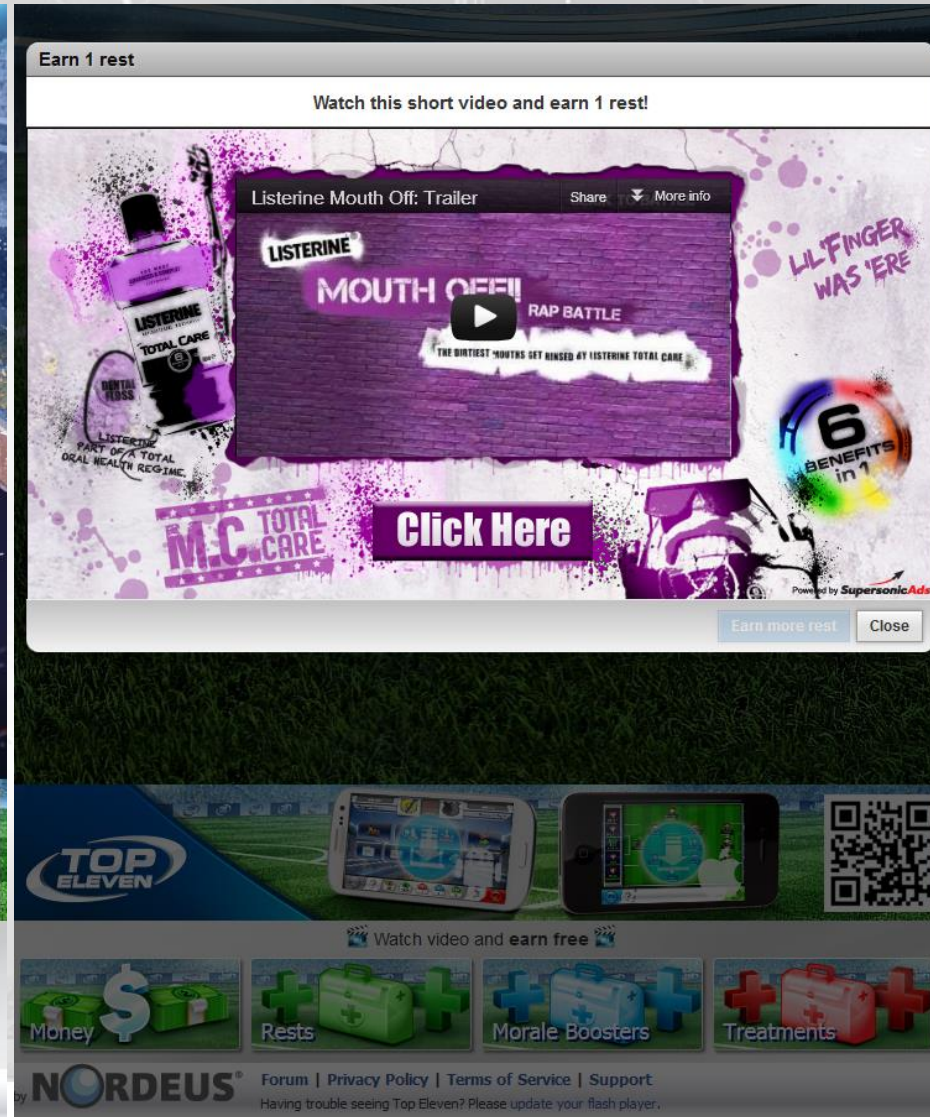
TOP ELEVEN

Loading 44%

Watch video and earn free

Money Rests Morale Boosters Treatments

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Having trouble seeing Top Eleven? Please update your flash player.



Earn 1 rest

Watch this short video and earn 1 rest!

Listerine Mouth Off: Trailer

Share More info

LISTERINE MOUTH OFF! RAP BATTLE

THE DIRTIEST MOUTHS GET RINSED BY LISTERINE TOTAL CARE

Click Here

6 BENEFITS in 1

Powered by SupersonicAds

Earn more rest Close

TOP ELEVEN

Watch video and earn free

Money Rests Morale Boosters Treatments

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Having trouble seeing Top Eleven? Please update your flash player.

Monetization: Brand & Product Placement



Monetization: “Localized” Content



Monetization Results: Top Grossing App



Top Eleven - Be a f...

App Details

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App

Top Eleven - Be a football manager

Store

iOS Store

Price

Free

Compatibility

Universal

Publisher

Nordeus

Daily Ranks

Device

iPhone

Ranks

Grossing

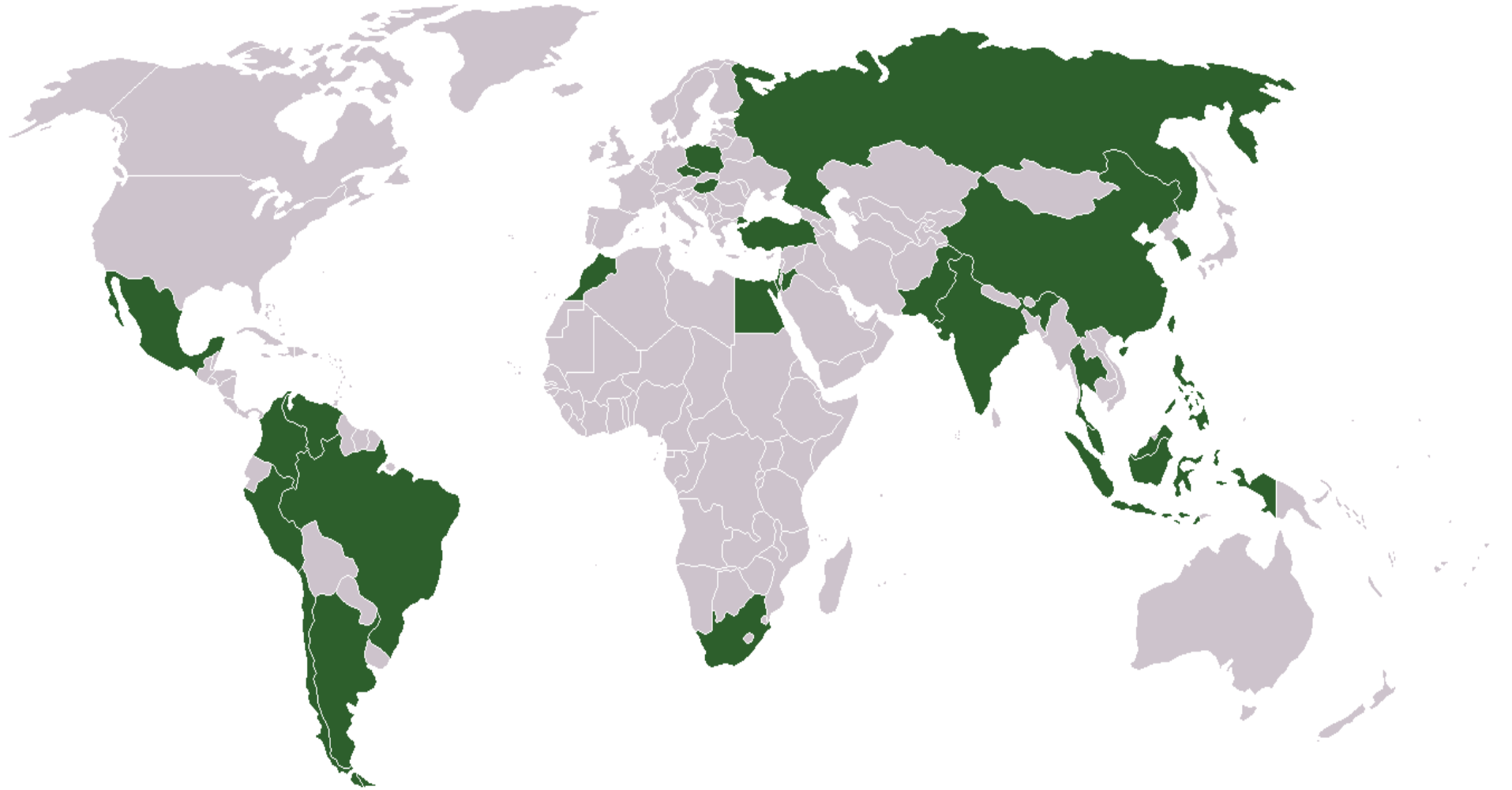
Highest Ranks

Highest Grossing

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Conclusion: Emerging Markets FTW!





WE ARE HIRING!

WWW.NORDEUS.COM/JOBS

Q & A

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